

Mark Rounds

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Friday, August 17, 2018 3:41 PM
To: Mark Rounds
Subject: Re: FW: Social Media for Ring

Thank you.

On Fri, Aug 17, 2018 at 3:28 PM Mark Rounds <MRounds@cityoflamirada.org> wrote:
Stacey,
Attached are all the City's posts for the program

-----Original Message-----

From: Anne Haraksin
Sent: Friday, August 17, 2018 3:17 PM
To: Mark Rounds
Subject: Social Media for Ring

The posts are attached.

--

Stacey Cooke
National Events Marketing Manager



1523 26th St
Santa Monica, CA 90404

Stacey.Cooke@ring.com
(410) 591-8238

<https://stacey-cooke.youcanbook.me/>

As seen on:

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

Attachments area

Mark Rounds

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Monday, August 20, 2018 9:32 AM
To: Mark Rounds
Subject: Re: contract Ring X La Mirada 8/17/2018

Hi Mark,

It should be \$100.00 with a limit of 1 product.

a. is up to you, would like this to go for 30, 60 or 90 days - I would recommend 60-90 - we can always extend.

Thank you,

Stacey

On Mon, Aug 20, 2018 at 9:04 AM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Thank you Stacey, what numbers should we include in sections 2 & 4?

c. During the Promotional Period, as defined in Section 4 below, Consultant will directly provide LM Residents with a discount code valued at [xx] dollars per product to apply towards the purchase of any of the products listed in section 2.b above with a limit of [xx] products per checkout.

1. **Promotional Period.** The Promotional Period shall commence on a date mutually agreed by the Parties. The Promotional Period shall expire upon the earlier of the following:

a. [xx] days after the commencement of the Promotional Period; or

Notwithstanding the foregoing, the City shall have the option to extend the Promotional Period if the maximum contribution payable by the City of \$10,000.00 has not been reached within [xx] days after the commencement of the Promotional Period.

From: Stacey Cooke [mailto:stacey.cooke@ring.com]
Sent: Friday, August 17, 2018 5:57 PM
To: Mark Rounds
Subject: contract Ring X La Mirada 8/17/2018

Hi Mark,

Here is the contract that was sent back from my legal team today. If you have no changes, please go ahead and sign and then we will send you an executed copy back.

This is for South Gate - but this is what the form will look like.. <https://docs.google.com/forms/d/1oKIhBq13EJ77jjiT9OOyDOWHC-fYb2O74yidYIH8zKY/edit>

Have a great weekend.

Stacey

--

Stacey Cooke

National Events Marketing Manager



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Mark Rounds

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Friday, August 17, 2018 4:20 PM
To: Mark Rounds
Subject: Re: FW: Ring Rebate press release

Hi Mark

Thank you so much. Do you have links to the press release, where was it posted? Also thanks for sending over the social links. Just got back to office, will send the contract over shortly.

Have a good weekend if I don't speak to you.

Stacey

On Fri, Aug 17, 2018 at 4:10 PM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

And here is a press release that went out recently.

From: Diana Gutierrez
Sent: Friday, August 17, 2018 3:43 PM
To: Mark Rounds
Subject: Ring Rebate press release

Hi Mark,

Attached is the Ring Rebate press release.

Thank you

--

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Mark Rounds

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Monday, August 20, 2018 11:49 AM
To: Mark Rounds
Subject: Re: LM Agreement

Thank you.

On Mon, Aug 20, 2018 at 11:43 AM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Thank you Stacey. I'll plug this in and get back to you.

From: Stacey Cooke [mailto:stacey.cooke@ring.com]
Sent: Monday, August 20, 2018 11:41 AM

To: Mark Rounds
Subject: Re: LM Agreement

Hi Mark,

As I suspected - LCF was signed in 2017 almost a year ago so things have changed. Please see the note from legal

Hi Stacey,

It seems that there may be different version of the agreement being circulated. These look like older versions. This Agreement with La Canada Flintridge was signed back in November 2017, we've changed some language since. Please find attached our most current form. Normally, if the indemnification language is non-mutual, we'll suggest removing the section completely. Could you please confirm with La Mirada if proposed indemnification language in our current template is acceptable.

This is the most up to date template (attached). I hope this will be acceptable this is the standard template we use with all subsidy partnerships.

Stacey

On Mon, Aug 20, 2018 at 11:20 AM, Stacey Cooke <stacey.cooke@ring.com> wrote:

I understand your question. My guess is that it was an older contract. I will speak with legal. They do take some time to review, but I did send it over as soon as I received.

Will let you know as soon as I hear.

Stacey

On Mon, Aug 20, 2018 at 11:18 AM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

When I sent the agreement back to our attorney he wanted to know why Ring would delete the indemnity for La Mirada. Ring apparently accepted it in their agreement with La Canada Flintridge. His only comment/question is why would they treat La Mirada differently than other cities.

From: Stacey Cooke [<mailto:stacey.cooke@ring.com>]

Sent: Monday, August 20, 2018 11:15 AM

To: Mark Rounds

Subject: Re: LM Agreement

The one thing I can guess is that LCF was an older contract and since becoming Amazon we are a little more templated with the contract? Are you saying that you do not accept this contract that was returned the other day?

Stacey

On Mon, Aug 20, 2018 at 11:12 AM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Thank you

From: Stacey Cooke [mailto:stacey.cooke@ring.com]

Sent: Monday, August 20, 2018 11:02 AM

To: Mark Rounds

Subject: Re: LM Agreement

I hope to have an answer Asap!!!

Will keep you posted.

S

On Mon, Aug 20, 2018 at 10:55 AM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Thank you Stacey.

From: Stacey Cooke [mailto:stacey.cooke@ring.com]

Sent: Monday, August 20, 2018 10:54 AM

To: Mark Rounds

Subject: Re: LM Agreement

Mark - I have sent this to legal to get a better answer. I don't want to guess - I also didnt work on the LCF contract.

Thank you,

Stacey

On Mon, Aug 20, 2018 at 10:51 AM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Stacey,

Please find attached original template sent to the City a few months back. I have also attached the agreement with between Ring and La Canada Flintridge. Section 6 in both agreements, the template and La Canada Flintridge, address Indemnification. The question is, why is the indemnification section now being removed from the proposed agreement with La Mirada? Thank you.

Sincerely,

CITY OF LA MIRADA

Mark E. Rounds
Senior Administrative Analyst

mrounds@cityoflamirada.org

(562) 902-2334

--

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National Events Marketing Manager



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Mark Rounds

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Monday, August 27, 2018 10:53 AM
To: Mark Rounds
Subject: Re: Checking in

Great. Thank you for the update. I hope you had a nice weekend. I will let you know as soon as I get the contract. If you can scan it before mailing it back to me that would be best. We don't want to delay the program but some form of executed contract will be needed to move forward. I hope this is okay and does not cause an inconvenience.

Have a nice day,
Stacey

On Mon, Aug 27, 2018 at 10:47 AM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Good Morning Stacey,

Yes the contract is being signed this morning and should be on its way to you soon at the address you provided. Thank you

Mark

From: Stacey Cooke [mailto:stacey.cooke@ring.com]
Sent: Monday, August 27, 2018 10:36 AM
To: Mark Rounds
Subject: Checking in

Good Morning Mark,

I wanted to confirm you received my address. Hopefully the contract is on the way. Looking forward to running a successful partnership with you.

Have a nice day!

Stacey

--

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Mark Rounds

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Monday, August 27, 2018 2:32 PM
To: Mark Rounds
Subject: Re: FW: Scanned from a Xerox Multifunction Printer

Ok - I am going to wait on getting this one signed then and scan in then send back the official contract.

Stacey

On Mon, Aug 27, 2018 at 2:08 PM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

We can wait for the original as long as we are still good for our Saturday launch date.

Mark

From: Stacey Cooke [mailto:stacey.cooke@ring.com]
Sent: Monday, August 27, 2018 12:24 PM
To: Mark Rounds
Subject: Re: FW: Scanned from a Xerox Multifunction Printer

Do you want us to sign the scanned copy as well as the non scanned? I can have this signed today, scanned then mailed. Please advise.

Thank you.

Stacey

On Mon, Aug 27, 2018 at 12:14 PM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Here you go Stacey.
Mark

-----Original Message-----

From: chcopier@cityoflamirada.org [mailto:chcopier@cityoflamirada.org]
Sent: Monday, August 27, 2018 12:15 PM
To: Mark Rounds
Subject: Scanned from a Xerox Multifunction Printer

Please open the attached document. It was sent to you using a Xerox multifunction printer.

Attachment File Type: pdf, Multi-Page

Multifunction Printer Location:

Device Name: XRX9C934E9938B0

For more information on Xerox products and solutions, please visit <http://www.xerox.com>

--

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Mark Rounds

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Friday, August 31, 2018 2:24 PM
To: Mark Rounds
Subject: Re: FW: Form and Language

thank you - today we have received 15 emails asking to apply or with people sending their address. It has become apparent that people are not ready so the bigger the font and the more prominent the placement, the better!

On Fri, Aug 31, 2018 at 2:09 PM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

I agree with your thoughts and sent the request over to our web guy.

From: Stacey Cooke [mailto:stacey.cooke@ring.com]
Sent: Friday, August 31, 2018 1:56 PM
To: Mark Rounds
Subject: Re: FW: Form and Language

Hi Mark - thanks for sending. I think that the subsidy now open portion as well as the form should be moved to the top of the website and also be a larger font than the press release. I actually did not notice a difference until I really looked for it.

I wanted to make sure this is clear to reduce the inbound to lamirada@ring. Are you okay with these changes?

Thank you,

Stacey

On Fri, Aug 31, 2018 at 1:48 PM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

FYI, we have the below information ready to go live tomorrow morning.

Mark

From: Michael Tandiana
Sent: Friday, August 31, 2018 1:20 PM
To: Mark Rounds
Cc: Anne Haraksin
Subject: Re: Form and Language

The rebate page is on the homepage now. We also posted it on social media.



CITY OF

LA MIRADA

Dedicated to Service

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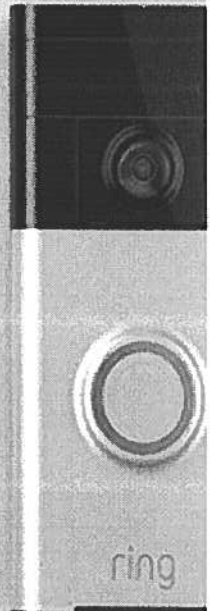
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ring rebate program

[click here for more info](#)



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in the **SPOTLIGHT**



Read the latest on city news, events, classes and programs! Click here to view *La Mirada Living*.

News

Events



[Free Community Health Information](#)



[La Mirada Poster Contest Promo](#)



[City of La Mirada Offers Ring.com](#)

Below is a screenshot of the page that will go live tomorrow, it's currently saved on the back end and will not go public til 8am. I linked it to a simple URL- <http://www.cityoflamirada.org/ringrebate> . If you have any edits, please let me know. Thanks

RING.COM RESIDENTIAL REBATE PROGRAM

Font Size:    Share & Bookmark  Feedback  Print

Starting on Saturday, September 1, City residents will have the opportunity to participate in the Ring Rebate Program which will provide City residents discounts on select home security devices. During the promotional period, residents will have the opportunity to receive a \$100 promotional code funded by the City and Ring, along with additional discounts provided by Ring. The approved \$10,000 of City funding will enable 200 La Mirada residents to participate in the program on a first-come, first-served basis.

The promotional period for the program will begin on September 1, and will run until the funding limit is reached. To participate in the program, residents will need to complete an online application. Discount codes will be offered via e-mail on a first-come, first-served basis and will be redeemable through ring.com. Addresses will be verified to ensure the location is within city limits.

Product Discount Information

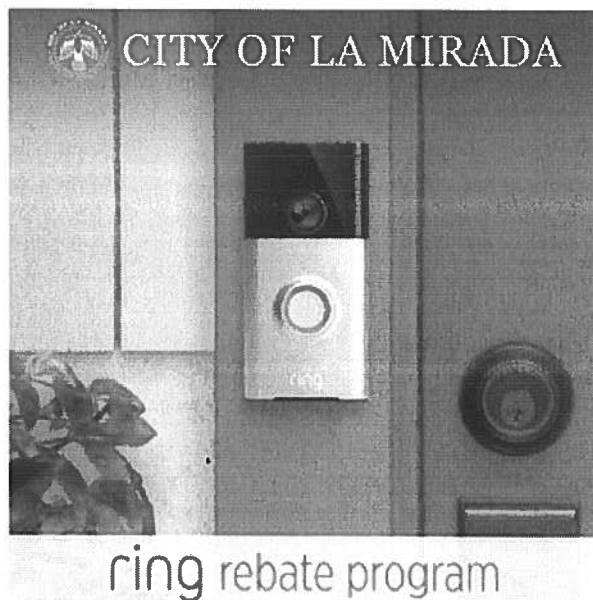
The following discounted products will be eligible through the \$100 rebate program:

- One (1) product per household can be purchased with a \$100 discount off the retail price. The discounted prices are:
 - Video Doorbell 2- \$99
 - Video Doorbell Pro- \$149
 - Spotlight Cam Battery- \$99
 - Spotlight Cam Wired- \$99
 - Floodlight Cam- \$149
- Up of two (2) additional products per household can be purchased with a \$30 discount off the retail price. The discounted prices are:
 - Video Doorbell 2- \$169
 - Video Doorbell Pro- \$219
 - Spotlight Cam Battery- 169
 - Spotlight Cam Wired- 169
 - Floodlight Cam- \$219
- Up to three (3) accessories per household can be purchased at 20% off the retail price.

Program participants are encouraged to use the promotional codes as soon as possible. Promotional codes are valid for single-use only and cannot be used towards previously purchased Ring products. Receiving a promotional code does not guarantee a discounted price.

Please note additional fees for a subscription to record and save the footage on the Ring mobile app will apply.

The subsidy is now open. Please fill out the form below to apply. Residents will be verified to ensure they live within the city limits. Codes will be distributed Monday-Friday daily at 5 p.m. Due to the holiday weekend, codes may be delayed, but codes will be distributed over Labor Day. Times will vary over the holiday. Codes are on a first come, first served basis. Please use your \$100 off code as soon as possible to take advantage of the subsidy discount. Receiving a code does not guarantee a discounted device as there are a limited amount of devices available for the program.



From: Mark Rounds <MRounds@cityoflamirada.org>
Date: Thursday, August 30, 2018 at 5:08 PM
To: Stacey Cooke <stacey.cooke@ring.com>
Cc: Anne Haraksin <aharaksin@cityoflamirada.org>, Michael Tandiana <mtandiana@cityoflamirada.org>
Subject: RE: Form and Language

Thank you Stacey, we will ensure the link and added text is included on the website on Saturday morning at 8 a.m. I reviewed the form and it looks good, did you mentioned that verification will include a copy of a utility bill? I didn't see that on the initial application.

Mark

From: Stacey Cooke [<mailto:stacey.cooke@ring.com>]
Sent: Thursday, August 30, 2018 4:53 PM
To: Mark Rounds
Subject: Form and Language

Hi Mark,

Here is the application form. <https://docs.google.com/forms/d/e/1FAIpQLSf0RpJdopFMs022nRHDjEvEkU78YweIGXIRQNTnZdS8EB7u4g/viewform> I would appreciate if you could also say.

The subsidy is now open. Please fill out the form below to apply. Residents will be verified to ensure they live within the city limits. Codes will be distributed Monday-Friday daily at 5pm. Due to the holiday weekend, codes may be delayed, but codes will be distributed over Labor Day. Times will vary over the holiday. Codes are on a first come, first served basis. Please use your \$100 off code as soon as possible to take advantage of the subsidy discount. Receiving a code does not guarantee a discounted device as there are a limited amount of devices available for the program.

Please let me know if you have questions. The form is open so please do not post it until 8am on Saturday.

Thank you,

--

Stacey Cooke

National Events Marketing Manager



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(410) 591-8238

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From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Saturday, September 01, 2018 8:29 AM
To: George Murillo-Ebbitt
Cc: LAMIRADA@RING.COM; Mark Rounds
Subject: Re: Ring.com Residential Rebate Program

Thank you for the interest in the La Mirada Ring Subsidy Program. Please fill out this [resident application to apply](#). Codes will be distributed Monday-Friday daily at 5pm. Times will vary over the holiday. Codes are on a first come, first served basis. Please use your \$100 off code as soon as possible to take advantage of the subsidy discount. Receiving a code does not guarantee a discounted device as there are a limited amount of devices available for the program.

Have a nice day!

On Sat, Sep 1, 2018 at 8:28 AM, George Murillo-Ebbitt <jrml05@gmail.com> wrote:
Good Morning -
I wanted to verify my information was submitted and was recieved?
I'm Jorge Murillo-Lopez at [15903 Rosalita Dr](#), LM CA 90638. My number is 310.591.4568.
Thank you - God bless -

--
JML
310.591.4568

This e-mail contains unclassified information. Access to this e-mail by anyone other than the intended addressee is unauthorized and may be unlawful. If you are not the intended recipient of this message, any review, disclosure, copying, distribution, or retention of the same is strictly prohibited and also may violate statutory and regulatory requirements. If you are not the intended recipient, please immediately notify the sender.

In Jesus name...Amen

--
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From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Saturday, September 01, 2018 11:22 AM
To: Jo Al
Cc: LAMIRADA@RING.COM; Mark Rounds
Subject: Re: RIng discount code

****Receiving this email does not guarantee a code will be sent**** Thank you for the interest in the La Mirada Ring Subsidy Program. Please fill out this [resident application to apply](#). Codes will be distributed Monday-Friday daily at 5pm. Times will vary over the holiday. Codes are on a first come, first served basis. Please use your \$100 off code as soon as possible to take advantage of the subsidy discount. Receiving a code does not guarantee a discounted device as there are a limited amount of devices available for the program.

Have a nice day!

On Sat, Sep 1, 2018 at 11:10 AM, Jo Al <pjinca@gmail.com> wrote:

Hello,

I would like to take advantage of the Ring rebate/discount. Please find my utility bill attached.

Thank you

Alicia

--

Stacey Cooke
National Events Marketing Manager



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As seen on:

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

Attachments area